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Professor, Researcher, Author

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- Professor
- Researcher
- Author

Gordon Bivens

by Melva LaFrenz, H.Jl., 1

As an associate professor of Home Economics Research, Dr. Gordon Bivens teaches home management courses "Consumers in the Market" and "Food Economics" for cross credit with the Economics and Sociology Department. (A cross-credited course is a course offered for credit in more than one department. The student may receive credit for it in the department he chooses.) Dr. Bivens, together with Dr. Margaret Liston, head of the Home Management Department, also teaches experimental courses in "Time and Human Resource Management" and "Social Problems of Family Housing".

"It is my personal conviction that the family is a basic unit in our society, and this is the particular focus of Home Economics. The effectiveness with which families use their resources affects the extent to which personalities and individual capacities of family members can be developed. That is the challenge to me."

Contributes to Family Welfare

"I feel that I can make a more unique contribution to the family structure and its welfare through the wide scope of Home Economics than any other field," expressed Dr. Bivens. He also confided, "My greatest satisfaction in life is doing something for others."

"I try to encourage my students to take the initiative to ask questions," Dr. Bivens stated of his formally-conducted classes. "Even though classes are often large, I want to get to know my students as individuals. I like to invite my classes to my home so they can meet Mrs. Bivens and my children," continued Dr. Bivens as he proudly showed me pictures of Dale, seven years old; Carol Sue, four; and Bruce, two. "This is a gratifying experience for our fam-

ily, and we hope it encourages better student-teacher relations."

Transfers to Home Economics

From 1951-1956 Dr. Bivens served on the Agricultural and Home Economics Extension staffs of Pennsylvania State University and Iowa State University. He observed that many problems confronting families resulted from inadequate planning for the use of their resources. This observation influenced his decision to transfer to home management, where principles of economics and other social sciences are applied to decision-making in the family.

Employed by Iowa State University on a half-and-half basis, (half

of his time is allocated to teaching; half to research) Dr. Bivens has had contact with many people.

Researches Three Projects

In cooperation with other researchers, he is conducting research on three projects. In cooperation with the University of Missouri he is investigating the extent to which families are financially secure or insecure. This is part of a regional research project involving twelve states.

Home Economics Research and the Economics and Sociology Department are jointly studying the goals of farm families and the priority among these goals. The third

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Gordon E. Bivens, associate professor of Home Management, is having an informal after-class discussion with students from his Home Management 579 course. The course pertains to social and economic problems of family housing. Students standing are Mrs. Dan Arrasmith, H. Mgt. Grad., and Mrs. Warren Madden, H. Mgt. Grad. Sitting are Geesje Benedictus, H. Mgt. Grad., and Kamala T. Chinniah, H. Mgt. Grad. Bivens is working with Home Economics Research.

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research project is a comparison between plans families make for the use of their Korean War Bonus before they receive it and their actual use of it after they receive it. Those working on this project are attempting to determine reasons for deviation in the before and after uses of the grants.

Dr. Bivens emphasized, "The Home Management Department draws heavily upon the principles of the social sciences, particularly sociology, economics and social-psychology, in research and teaching. They are very closely related."

In addition to teaching and conducting research, Dr. Bivens is "trying" to write a text book for Home Management 415, "Consumers in the Market". "There is no modern, up-to-date publication," Dr. Bivens explained.

A native of a farm near Nevada in Story County, Iowa, Dr. Bivens received his Ph.D. in economics in 1957 from Iowa State University, where he also acquired his B.S. and M.S. degrees earlier. When asked how he liked to spend his leisure hours, Dr. Bivens concluded, "Well, I'm interested in golfing, gardening, reading, church activities — and kids!"

Omicron Nu Pledges

The following women were recently pledged to Omicron Nu, Home Economics scholastic fraternity.

Sue Herndon, Frances Olson, Sally Blanchard, Janice Johannsen, Sharon Harmsen, Lois Davidson, Margaret Evans, Virginia Holcomb, Norma McErick, Marjory Mortvedt, Verna Lathrop Kern, Susann Kay Raynor, Jeanette Cramer, Mary Jane Talbot, Carlene Wisgerhof, Jacquelyn Jepson, Karolyn Kaiser, Janis Van Buren, Velda Vale Brickler, Rachel Ann Davis, Kathie Yeutter, Mary Ellen Klein, Linda Thorp, Jean Harris Simons, Garlyn Hill, Beverly Reschly, Mildred Lucas, Mary Stivers, Patricia Anderson, Barbara Danforth, Judith Clause, Virginia Obma, Kay Sonksen, Susan Melcher, Reita Reid, Grace Madson.

In the moo-ed for a picnic?

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- Milk

AND

- Ice Cream

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